

**MARGIN ANALYSIS OF FRESH SEA FISH CAUGHT BY FISHERMEN IN
BERKAH SEA WAREHOUSE, RANTAU PANJANG VILLAGE, PANTAI
LABU DISTRICT DELI SERDANG REGENCY**



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Abstract

Sea fish is one of the commodities that have high popularity in Indonesia. Efforts to improve the quality of the fisheries sector will have a major impact on consumers as well as the expansion of the marketing system being implemented. The purpose of this study was to determine the marketing margins of fresh sea fish caught by fishermen at the Berkah Sea Warehouse, Rantau Panjang Village, Pantai Labu District, Deli Serdang. This research uses a descriptive method with a mixed-method approach. The data sources used are primary data and secondary data, by observing and interviewing. The results of this study indicate that the fish marketing channel in the Berkah Sea Warehouse begins with fishermen as producers, fish warehouse toke, wholesalers, retailers, and final consumers. The pattern of marketing channels in this marine fish sales system has three categories. The marketing margin analysis shows that the highest total margin is in marketing channel I for tuna Rp. 20,000 and for mackerel fish Rp. 21,000. In the second marketing channel, the total margin for tuna is Rp. 17,000 and Mackerel fish Rp. 20,000. Total marketing margin with less value on marketing channel III by showing the amount of Rp. 10,000 for tuna and mackerel fish Rp. 13,000. The value of the fisherman's share or the share received by the producer from the three types of marketing patterns is more profitable in the third marketing channel with a percentage value of fisherman's share above 50% and classified as efficient marketing.

Keywords: Marketing Margins, Fresh Sea Fish, Berkah Sea Warehouse

INTRODUCTION

Indonesia has become a country that is nicknamed a maritime country because it has an ocean area larger than its land area and also controls a lot of regional potential originating from large-scale fisheries sector resources (Mufrihah, 2019). The fisheries sector is one of the economic sectors that has an important role if it is relevant to businesses that are useful for increasing the quantity and quality of a fishery product. Products produced by the fisheries sector are alternative food sources rich in protein to fulfill the nutritional needs of the people in Indonesia, especially in Deli Serdang Regency. When these fisheries sub-sector is implemented, there will be many job opportunities such as in trading, management, fishing cultivation, and distribution (Nurmalasari et al., 2021).

The study of Islamic economics itself discusses fisheries which are categorized as the main sector in meeting the needs of society at large while at the same time providing strength to the economy in certain areas by the power of Allah SWT who has created the seas. This is a manifestation that Allah SWT cares about His servants so that they can utilize natural wealth as a tool to make a living and fulfill basic needs in the form of food for humans, as in QS. Al-Jatsiyah: 12 which reads:

اللَّهُ الَّذِي سَخَّرَ لَكُمْ الْبَحْرَ لِتَجْرِيَ الْفُلُكُ فِيهِ بِأَمْرِهِ ۗ وَلِتَبْتَغُوا مِنْ فَضْلِهِ ۗ وَلِعَلَّكُمْ تَشْكُرُونَ ﴿١٢﴾

“It is Allah who subdued the sea for you so that ships can sail on it with His permission and so that you can seek His grace and hopefully you will be grateful”.

In this letter, it is stated that Allah has given gifts in the oceans to be utilized by mankind on this earth.

The water area in Deli Serdang Regency is one of the water areas that has sufficient fish resources and is very supportive for business development in the fisheries sector. Deli Serdang Regency itself is one of the regencies in North Sumatra Province and is located on the east coast with coordinates 2°57' North Latitude, 3°16' South Latitude and 98°33' - 99°27' East Longitude. The area of Deli Serdang Regency is 3.48% of the area of North Sumatra Province or 2,497.72 km² and can be said to be a fairly large regency area with optimal natural wealth potential. This district is very strategic because it has a direct border with the Malacca Strait which has been named as one of the busiest shipping lanes in the world (Department of Fisheries, Deli Serdang Regency, 2020). Production of fresh marine

fish in Deli Serdang Regency from 2019 – 2020 has increased from 3,325 tons in 2019 to 4,558 tons in 2020. However, fish production has decreased in 2021 due to the unpredictable income from fishing in each season because of dependency with the season. The catch of fresh fish in 2021 is 3,392 tons with a production value of Rp. 163,536,951 (Central Bureau of Statistics for North Sumatra Province, 2021).

Pantai Labu is one of the areas known as a fish producer in Deli Serdang Regency. This area has great potential in fish production because it has abundant marine resources. Rantau Panjang Village is one of the villages in Pantai Labu Distric and most of its people work as fishermen. One of the businesses located in Rantau Panjang Village is the Berkah Sea Warehouse which is a place for fishermen to land fish. Berkah Sea Warehouse fishing business has been established for 3 years. This place collects fish caught by fishermen who land their catch at Berkah Sea Warehouse, then the fish caught by fishermen are sorted according to type and size.

At least 200-300 kilograms of fresh fish caught by fishermen at the Berkah Sea Warehouse per day. The fish caught by fishermen in one day is uncertain, during the fishing season and the weather is good, the fish caught by fishermen has reached 2 tons a day. The most dominant types of fish procured by fishermen in Berkah Sea Warehouse are tuna and mackerel. Based on interviews obtained by Mrs. Lutfiana Puspita Sari as the owner of the Berkah Sea Warehouse obtained at the research location, the fishermen in this study are fishermen with a labor position. The definition of fishermen who are categorized as laborers are fishermen who are required to work using other people's fishing equipment. The owner of the Berkah Sea Warehouse provides loans in the form of ships, fishing gear or costs incurred for fishing. The fishing gear used by the fishermen at Berkah Sea Warehouse are 400 eye gill nets and boats < 5 GT in size.

There are no fishermen in Berkah Sea Warehouse who directly sell their fish catch to consumers or retailers. Fishermen sell their catch directly to the owner of the Berkah Sea Warehouse, at a price that has been determined by the owner of the fish warehouse according to the number and size of the large or small fish landed and there is no bargaining position like fishermen who sell their catch at the auction site Fish (TPI). The selling price from fishermen for cob fish is Rp. 10,000/kg and mackerel Rp. 15,000/kg.

In managing fish catches, it is necessary to distribute goods which will have a positive impact on increasing profits (Tetty et al., 2021). Distribution activities carried out in a business processing must be linked to the supply chain, a network of the supply chain itself has been specially arranged in a systematic complex so that fishermen's work can run efficiently and optimally (R. Niken, HH Miftahul, and A, 2022). The existence of this marketing activity also functions as a bridge to know the communication and production systems in a particular product processing activity (Agustin et al., 2023). As we know, marine fish is a food ingredient that is very perishable, especially the fisheries sector which has abundant yields can experience losses if it is not supported by an appropriate marketing system.

The process of marketing fishery products from producers to consumers also requires the role of an intermediary as a liaison between producers and consumers. The marine fish selling system at Berkah Sea Warehouse from producers to consumers has formed a marketing channel. Marketing channels are one way to convey products produced by producers to consumers. The process undertaken by this marketing intermediary includes several marketing institutions, namely, fishermen as producers to traders who are referred to as intermediaries such as wholesalers and collectors to retailers (Pranata & Musnaini, 2022). In the process of marketing fish that is carried out will cause marketing margins. The marketing margin is the difference between the price at the fishermen's level and the price at the final consumer level (Pasaribu et al., 2022). The more marketing chains involved, the higher the marketing margin, due to the functions performed by intermediary traders. These functions include the exchange function, the function of providing physical - logistics and the function of providing facilities so that marketing costs arise (Dewi & Wulansari, 2021).

The sale of fish catches is still a problem experienced by fishermen at Berkah Sea Warehouse. This can be seen from the low selling price of fish obtained by fishermen at Berkah Sea Warehouse because the proceeds from selling fish are deducted from the costs incurred at sea and there is no bargaining process between fishermen and capital owners. Meanwhile, the largest share of profits goes to the traders and owners of capital, meanwhile the fishermen only receive a small profit. Currently, the marketing margin for fish caught by fishermen is still not efficient or the productivity carried out by fishermen is not

comparable to the profits they get. In accordance with the results of field reviews, interviews and the results of fish sales records obtained from fishermen, that fishermen object or are forced to sell fish in the Berkah Sea Warehouse due to their connection with the capital owner. The link between fishermen and capital owners occurs because fishermen do not have fishing gear or boats to go to sea.

The difference between the selling price and the buying price for fishermen, traders and consumers can be seen that the large marketing margin can cause the percentage of share received by fishermen to be smaller. From this presentation, this study aims to describe the marketing channel which includes the marketing process for fresh marine fish products as well as knowing the amount of marketing margins and identifying the portion or profit received by fishermen after selling their catch at the Berkah Sea Warehouse located in Rantau Panjang Village.

REVIEW OF LITERATURE

Productivity

The term “productivity” is used as a link between output (goods or services) and input (labor, materials, and money). Productivity is a way to measure efficiency. What is meant by “productivity” is the process of obtaining knowledge from people who do work. According to Handoko and Busro (2018), productivity is a strategy and human intellectual effort to achieve a higher level of success through the most efficient use of resources, which is ultimately measured by the input that produces the best results.

Productivity, as defined by Herjanto (2008) in his book *“Manajemen Operasi”*, is a way to determine the best way to use a particular day to achieve maximum results. Productivity refers to the process of keeping records between two items related to each other's daily activities. Productivity refers to the process of keeping records between two items related to each other's daily activities. According to experts, productivity does not only exist in the economic or business sector, but also in various other fields, such as education, work and daily life. The main goal of increasing productivity is to achieve better results by using available resources efficiently.

In this study productivity refers to the level of efficiency and results of certain production or business activities. In this context, fishermen's productivity refers to the level

of efficiency and catches of fresh marine fish obtained by fishermen in the Berkah Sea Warehouse. The productivity of these fishermen can be influenced by various factors such as the technology used, fishermen's expertise, weather conditions, and environmental awareness (Yonvitner, 2007). The productivity of fishermen will directly affect the catch of fresh marine fish that can be marketed. The higher the productivity of fishermen, the greater the potential for fish catches that can be marketed in the Berkah Sea Warehouse. Thus, a high level of productivity can have a positive impact on marketing margin analysis.

Marketing Channel

The essence of a marketing channel that is known as a set of entity elements and are interconnected with the aim of having a role in making preparations for a service or product that is consumed (Prayoga & Aslami, 2021). According to Kolter in the book Harahap (2016), another definition of a marketing channel is a series of elements that have dependencies in the entire process to make a commodity or service available for consumption by consumers. The marketing channel is the entire flow in the process of a service or product after the production activity ends and enters the stage of purchase by the final consumer. The conclusion from all the marketing channels collected is the phenomenon needed to replace or change the ownership status of a product from the producer actor to the final consumer actor.

Marketing Margins

The definition of marketing margin is the difference between the price paid by the final consumer and the value of the price received by the producer (Pasaribu et al., 2022). Differentiation in these activities always occurs in a marketing chain which results in differences in determining the selling price between wholesalers and retailers. The more a marketing agency that is involved in the distribution of goods to consumers, the greater the price differentiation will be when compared to the price paid directly by consumers. Another definition of marketing margin is the amount of marketing costs provided by parties involved in a marketing activity. This set of marketing margins includes the total accumulated costs or tariffs that make the product move from the producer to the final consumer.

The calculation of marketing costs that is carried out is of course influenced by the existence of profits and marketing which is defined as a marketing margin. In addition,

another definition of marketing margin is the existence of price differentiation that arises when the calculation of operating costs is carried out simultaneously. In addition, there is another definition of marketing margin as a form of term that is used as a statement regarding price differentiation to the first seller as well as the price paid by the final consumer. The existence of higher costs will certainly affect marketing with the existence of a marketing agency for a product until it finally reaches the final consumer (Marsaoly, 2020).

RESEARCH METHOD

The method used in this study is a descriptive method with a mixed method approach. Sources of data used in this research activity are primary data and secondary data. Primary data was collected through observation and interviews. the results of observations made by direct observation of the research object at the Berkah Sea Warehouse. Interviews were carried out directly with the owner of the Berkah Sea Warehouse, wholesalers at Cemara Market Medan, retailers who buy fish at Cemara Market Medan to retailers who buy products directly from the Berkah Sea Warehouse. Primary data that has been processed will then be strengthened by secondary data with several references from the literature as a reinforcement of the primary data.

Determination of informants in this research activity using purposive sampling technique (Sugyono, 2014). Informants involved in marketing activities such as wholesalers and retailers were determined using the snowball sampling technique. The process of taking samples using the snowball sampling method is defined as taking data that is initially small but will increase over time. This activity was due to the fact that the data sources obtained did not contain the complete information obtained from the previous informants. This research activity is located in the Berkah Sea Warehouse in Rantau Panjang Village, Pantai Labu District, Deli Serdang Regency. The time of the research was carried out in the range of March 2023 to completion.

The data analysis used in this study was carried out qualitatively and quantitatively. Qualitative analysis is used to describe the marketing channel for fish and quantitative analysis is used to calculate marketing margins, costs, profits and fisherman's share earned

by fishermen and will be prepared in tabular form. Systematically to calculate marketing margins, costs, profits and fisherman's share using the following formula:

The formula for calculating marketing margins (Hanafiah and Saefuddin2012).

$$M = HK - HP$$

Information:

M : marketing margin

HK : prices at the consumer level

HP: price at fishermen level

The formula for calculating the marketing margin percentage is as follows:

$$\%M = \frac{M}{He} \times 100\%$$

Information:

%M : Margin Percentage

Hey : Retail Price

M : Margin

The formula for calculating Fisherman's share:

$$Fs = \frac{Pf}{Pr} \times 100\%$$

Information:

Fs : The share received by fishermen

Pf : Price at fisherman level (Rp/kg)

pr : Price at the end consumer level (Rp/kg)

By criteria:

$Fs \geq 50\%$, then the marketing channel is efficient

$Fs \leq 50\%$, then the marketing channel is not efficient

RESULTS AND DISCUSSION

Marketing of Fish Caught by Fishermen in the Berkah Sea Warehouse

The fish caught by fishermen at Berkah Sea Warehouse have been marketed to several places, such as markets in the Pantai Labu District, Lubuk Pakam, Tanjung Morawa and wholesalers at the Cemara Medan fish market. Marketing of fish outside the sub-district, such as Medan, is carried out by utilizing land transportation in the form of pick-ups or pick-up trucks so that they load more fish. The use of this means of transportation is carried out because the fish can later be put in a drum which preserves the condition of the fish on the vehicle. The marketing channel for fish caught by fishermen at Berkah Sea

Warehouse is through several marketing agencies, starting from fishermen as producers then toke warehouses, wholesalers, retailers and final consumers.

The definition of a wholesaler is a trader who purchases goods in large quantities which are planned to be resold to retailers. In this case, Berkah Sea Warehouse directly distributes fish to wholesalers in Medan by using pick-up transportation with sales of 50-100 kilograms of fish/fiber, then these wholesalers sell the fresh sea fish to retailers with a range of 15 to 20 purchases kilograms of fish.

Retailers are traders whose role is to sell products directly to consumers. In this case, they buy the fish and resell it as is, without any treatment. It's just re-preservation with ice, so that the fish stays fresh and doesn't spoil easily. The role of the retailer can be seen from the purchasing capacity made by the retailer at the wholesaler's place in the field of 15 to 20 kilograms of fresh marine fish in one transaction due to limited capital and if the retailer buys more than usual it is feared that the fish will not be sold out. The marketing function of the retailer is to distribute fish to consumers.

Apart from selling to Wholesalers and Retailers, Berkah Sea Warehouse also sells to final consumers who come to the Fish Warehouse. However, it is very rare for consumers to get fish from fish warehouses, because Berkah Sea Warehouse directly sells fish to wholesalers in the field.

Patterns of Fish Marketing Channels in the Berkah Sea Warehouse

There is also a pattern of fish marketing channels in the Berkah Sea Warehouse as follows:

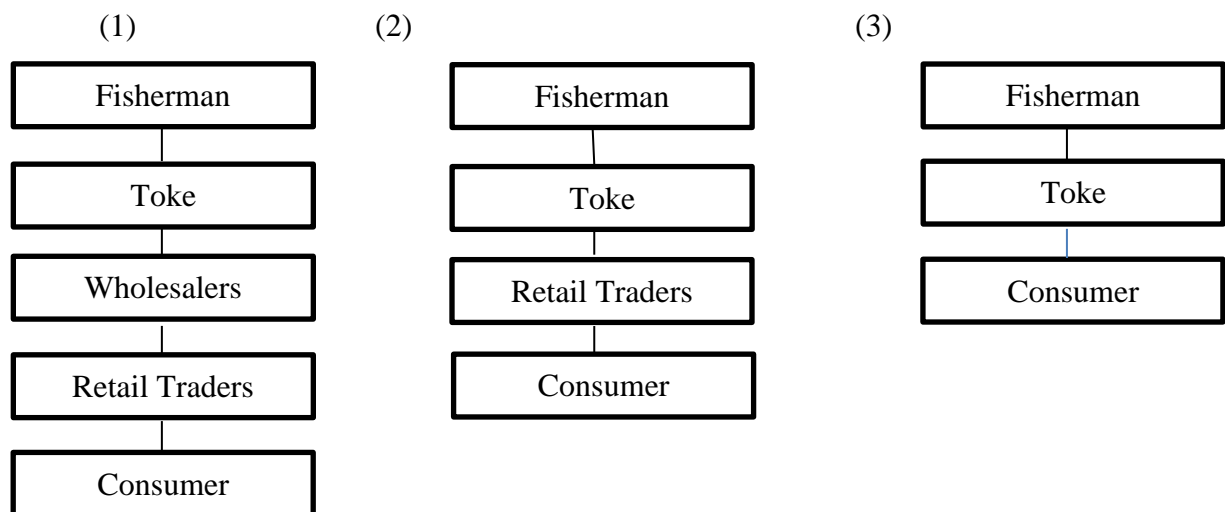


Figure 1
Patterns of Fish Marketing Channels

Source: Berkah Sea Warehouse

- Channel I (Fishermen – Toke Berkah Sea Warehouse – Wholesalers – Final Level Consumers).
- Channel II (Fishermen – Toke Berkah Sea Warehouse - Retailers – Final Level Consumers).
- Channel III pattern (Fishermen – Toke Berkah Sea Warehouse – Final Level Consumers)

Analysis of Marketing Margins, Costs, and Profits

Marketing margin is the difference between the price paid by consumers and the price received by producers. The amount of the price that must be paid or given by consumers to dealers or distributors and the price value can be interpreted as profit costs and services in distribution activities (Nasra et al., 2019). All marketing agencies that have provided different marketing costs, according to their respective marketing functions. Costs incurred in marketing activities are wages, packaging, ice costs, transportation costs. Fiber transport costs, space rental and others. The variety of production costs can be reduced or minimized so that it can have an impact on increasing net profit. In line with the research conducted by Simanjuntak (2019) regarding the existence of production costs as costs that have contributed a major influence on the amount of net profit of a company. Following are the marketing margins, costs and profits earned at each marketing agency involved, can be seen in table 1 as follows:

Table 1
Margins, Costs, and Profits of Mackerel Marketing Agencies in Marketing Channels I, II, and III

No	Marketing Institute	Mackarel Tuna			Bloated Fish		
		Channel I (Kg)	Channel II (kg)	Channel III (Kg)	Channel I (Kg)	Channel II (kg)	Channel III (Kg)
1	Fisherman						
	Selling price	10000	10000	10000	15000	15000	15000
2	Toke Fish (Collectors)						
	Purchase Price	10000	10000	10000	15000	15000	15000
	Marketing Expenses	2316	1816	1816	2316	1816	1816
	Selling price	18000	20000	20000	25000	28000	28000
	Margins	8000	10000	10000	10000	13000	13000
	Profit	5684	8184	8184	7684	11184	11184
3	Wholesalers						

Purchase Price	18000			25000		
Marketing Expenses	1466			1466		
Selling price	23000			33000		
Margins	5000			5000		
Profit	3554			3554		
4 Retail Traders						
Purchase Price	23000	20000		33000	28000	
Marketing Expenses	1600	2000		1600	2000	
Selling price	30000	27000		36000	35000	
Margins	7000	7000		6000	7000	
Profit	5400	5000		4400	5000	
Consumer Level Prices	30000	27000	20000	36000	35000	28000
Total Margins	20000	17000	10000	21000	20000	13000
Margin Percentage	67 %	63 %	50 %	58 %	57 %	46 %
Total Marketing Expenses	5362	3816	1816	5362	3816	1816

Source: Primary Data After Processing, 2023

In the results of calculating marketing margins, costs and profits obtained by each marketing agency are different. When viewed from the number of fish traded, the highest profits are obtained by the owners of capital, namely Berkah Sea Warehouse, then the wholesalers, then the retailers. This marketing margin calculation is seen from the amount per kilogram of fish product.

It can be seen in table 1. That in Marketing Channel I, those involved were fishermen, fish shops, wholesalers and retailers. It can be seen that the profit received by Toke Fish Warehouse is Rp. 5,684/kg tuna and the profit for mackerel is Rp. 7,684/kg. Marketing costs incurred Rp. 2.316/kg of fish. Then buying and selling by wholesalers obtained a profit of Rp. 3.554/kg of fish for tuna and mackerel. Marketing costs incurred by wholesalers amounting to Rp. 1.466/kg. Then sales and purchases by retailers obtained a profit of Rp. 5,400/kg tuna and mackerel fish Rp/ 4,400/kg. The marketing costs incurred are IDR 1,600/kg of fish.

In the second marketing channel, Toke sells fish at a slightly higher price, because the retailer buys less fish. It can be seen that the profit received by Toke Fish Warehouse is Rp. 8,184/kg of fish, the profit received by mackerel is Rp. 11.184/kg. Marketing costs

incurred Rp. 1.816/kg of fish. Then purchases and sales by retailers obtain a profit of Rp. 5,000/kg of fish in tuna and mackerel. Marketing costs incurred by retailers amounting to Rp. 2,000/kg.

Marketing channel III has the shortest flow, from Toke Berkah Sea Warehouse directly to the final consumer. The profit received by the Fish Warehouse is Rp. 8,184/kg tuna and the profit for mackerel is Rp. 11.184/kg fish. Marketing costs incurred Rp. 1.816/kg.

Of the three marketing channels, the largest total margin is in marketing channel I of Rp. 20,000 for cob fish with a margin percentage of 67%, and for mackerel fish Rp. 21,000 with a margin percentage of 58%, this shows an indication that the number of marketing agencies in marketing channel I makes the price difference to be paid by consumers high

In the marketing channel II, the marketing margin value for Tuna fish is Rp. 17,000 with a percentage of 63% and Mackerel fish of Rp. 20,000 with a margin percentage of 57%. The marketing margin with a smaller value is in marketing channel III by showing the marketing margin value of Tuna fish as much as Rp. 10,000 with a margin percentage of 50% and mackerel fish Rp. 13,000 with a margin percentage of 46%, because marketing channel III is the shortest channel so that the resulting margin is very small.

The price of fish shown in the table above can change at any time, due to factors that occur during fish marketing, such as sales volume at each marketing agency involved, market demand, costs incurred, distance to buy fish and fish quality.

Fisherman Share

The definition of fisherman's share analysis is the amount of price that is obtained by producers when compared to the price that must be paid by consumers in percentage or percentage terms (Pambudi et al., 2017). Fisherman's share is used to see how much the share received or profit earned by fishermen. The relationship between fisherman's share and the negative value indicated by the marketing margin. This means that the higher the marketing margin, the lower the portion obtained by the producer (Tetty et al., 2021). The following is the fisherman share analysis obtained from the marketing case at the Berkah Sea Warehouse in table 2. below:

Table 2
Framer’s Share Analysis of Tuna and Mackerel in Marketing Channels I, II and III

Information	Mackarel tuna			Mackerel		
	Channel I	Channel II	Channel III	Channel I	Channel II	Channel III
Fisherman Level Price (kg)	10000	10000	10000	15000	15000	15000
Consumer Level Price (kg)	30000	27000	20000	36000	35000	28000
Farmer's Share	33 %	37 %	50 %	42 %	43%	54%

Source: Primary Data After Processing, 2023

In table 2, it can be seen that the value of fisherman’s share or the share obtained by fishermen is greatest in channel III (Fishermen - Collectors (Fish Toke) - End Consumers), with a percentage value of 50% for tuna and 54% for mackerel. In the second marketing channel, the percentage of fisherman share for tuna was 37% and for mackerel was 43%, while channel I obtained the percentage of fisherman’s share for tuna was 33% and for mackerel was 42%. In the results that have been described it is known that a profitable and efficient marketing channel for fishermen in terms of the portion obtained from the marketing of fish is in channel III.

The high Fisherman’s share or share earned by fishermen in channel III is actually influenced by the low total marketing margin in channel III. In marketing channel III, it can be said to be efficient because the percentage value of Fisherman’s share above 50% is classified as efficient. This is relevant to research Bambang & Jayanto (2022) which explains that the lower the marketing margin, the more efficient the marketing system. Relevant research was also carried out by Safitri et al. (2018), which states that both marketing channels are declared efficient because the fisherman share value is > 50%. This is also in accordance with the statement (Maisyaroh et al., 2014), the division of marketing margins is categorized into two types including profits or profits as well as marketing costs.

If the farmer’s share or fisherman’s share is higher and the marketing margin is smaller, then the marketing channel phenomenon can be considered very efficient. Fisherman share value can also be used to measure the welfare of fishermen. The higher the fisherman’s share, the greater the share received by fishermen and vice versa. The price

level received by producers is very closely related to the marketing system that is built between producers and marketing agencies (Collecting Traders/Fish Warehouse Toke).

CONCLUSION

Marketing carried out by Berkah Sea Warehouse by taking marine fish catches directly from fishermen as producers shows that there are several factors that affect marketing margins. The pattern of marketing channels in Berkah Sea Warehouse also forms three types of channels which are divided into three channels including channel I, namely Fishermen - Toke Berkah Sea Warehouse - Wholesalers - End Consumers. Marketing channel II includes Fishermen - Toke Berkah Sea Warehouse - Retailers - End Consumers and marketing channel III covers Fishermen - Toke Berkah Sea Warehouse - Final Consumers.

The marketing margin analysis shows that the highest total marketing margin is in marketing channel I of Rp. 20,000 for cob fish with a margin percentage of 67% and for mackerel fish Rp. 21,000. with a margin percentage of 58%. In the second marketing channel, the total value of the marketing margin for tuna is Rp. 17,000 and with a margin percentage of 63%, and for Mackerel fish Rp. 20,000 with a margin percentage of 57%. Marketing margin with less value on marketing channel III by showing the amount of Rp. 10,000 with a margin of 50% for tuna and mackerel fish Rp. 13,000 with a margin percentage of 46%, because marketing channel III is the shortest channel.

The results of calculations using fisherman share analysis or the share received by producers (profits) in marketing channel I for tuna shows 33% and for mackerel 42%. In the second marketing channel, it shows that the share received by fishermen for tuna is 37% and for mackerel is 43%. Whereas in channel III it shows that the share received by fishermen for tuna is 50% and for mackerel 54%. The high value of fisherman's share in channel III U for tuna and mackerel fish indicates that producers (fishermen) earn high profits and are efficient marketing channels.

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